

REP HEADLINE# 6296388
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-3680
HARRIS REPORT FROM REP
AUG23/12 18.47
*** WFLA-TV ***

ADV # _____ ADV. NAME FOLI/B OBAMA/D/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW,

SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6296388 CLASS: NATL. _____ LOCAL _____ REGIONAL _____

PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV12/12 WK-6

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG23/12 18.47

REP: NEW ORDER
TTL \$299,625 @617X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007
OBAMA FOR AMERICA



\$25,785

299
2/4

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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1			100P-200P	30		\$200.00	10/2	11/2	2		TU-F	10
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PROGRAM : DAYS OF OUR LIVES
CON COM1: DAYS OF OUR LIVES

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1000A-1030A PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS	30	3	\$80.00	10/2	11/2	4		TU-F	20
3			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30	3	\$325.00	10/2	11/2	4		TU-F	20
4			1100A-1200N PROGRAM : DAYTIME CON COM1: DAYTIME	30	3	\$80.00	10/2	11/2	4		TU-F	20
5			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30	3	\$100.00	10/2	11/2	4		TU-F	20
6			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30	3	\$125.00	10/2	11/2	4		TU-F	20
7			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30	3	\$225.00	10/2	11/2	4		TU-F	20
8			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30	3	\$300.00	10/2	11/2	4		TU-F	20
9			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30	3	\$75.00	10/2	11/2	4		TU-F	20
10			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30	3	\$450.00	10/2	11/2	4		TU-F	20

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530A-600A	30		\$125.00	10/2	10/5	4		TU-F	4
11			530A-600A <i>News</i>	30	3	\$125.00	10/9	10/12	3		TU-F	3
11			530A-600A	30		\$125.00	10/16	11/2	4		TU-F	12
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
12			530P-600P	30	3	\$450.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												
13			600P-630P	30	3	\$600.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
14			600A-700A	30		\$325.00	10/2	10/5	2		TU-F	2
14			600A-700A	30	3	\$325.00	10/9	10/12	2		TU-F	2
14			600A-700A	30		\$325.00	10/16	11/2	2		TU-F	6
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
15			630P-700P	30	3	\$1,000.00	10/2	11/2	4		TU-F	20
PROGRAM : NBC NEWS												
CON COM1: NBC NEWS												
16			700P-730P	30	3	\$500.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWSCHANNEL 8 @ 7PM												
CON COM1: NEWSCHANNEL 8 @ 7PM												
17			700A-900A	30	3	\$450.00	10/2	11/2	4		TU-F	20
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
18			730P-800P	30	3	\$500.00	10/2	11/2	4		TU-F	20
PROGRAM : EXTRA												
CON COM1: EXTRA												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
19			900A-1000A	30		\$275.00	10/2	11/2	4		TU-F	20
			PROGRAM : TODAY SHOW 2									
			CON COM1: TODAY SHOW 2									
20			430A-459A	30		\$25.00	10/2	11/4	4		TU-TH, SU	20
			PROGRAM : NC 8 TODAY AT 430A									
			CON COM1: NC 8 TODAY AT 430A									
21			800P-900P	30		\$1,700.00	10/5	10/5	1		FRI	1
21			800P-900P	30		\$1,700.00	10/19	10/19	1		FRI	1
21			800P-900P	30		\$1,700.00	11/2	11/2	1		FRI	1
			PROGRAM : WHITNEY/COMMUNITY									
			CON COM1: WHITNEY/COMMUNITY									
22			900P-1000P	30		\$1,700.00	10/12	10/12	1		FRI	1
22			900P-1000P	30		\$1,700.00	10/26	10/26	1		FRI	1
			PROGRAM : GRIMM									
			CON COM1: GRIMM									
23			1000P-1100P	30		\$1,800.00	10/15	10/15	1		MON	1
23			1000P-1100P	30		\$1,800.00	10/29	10/29	1		MON	1
			PROGRAM : REVOLUTION									
			CON COM1: REVOLUTION									
24			800P-1000P	30		\$4,500.00	10/8	11/5	1		MON	5
			PROGRAM : THE VOICE									
			CON COM1: THE VOICE									
25			1130P-101A	30		\$600.00	10/6	11/3	1		SAT	5
			PROGRAM : SATURDAY NIGHT LIVE									
			CON COM1: SATURDAY NIGHT LIVE									
26			1200N-100P	30		\$75.00	10/6	11/3	1		SAT	5
			PROGRAM : NEWSCHANNEL 8 @ 12N									
			CON COM1: NEWSCHANNEL 8 @ 12N									

10/22 8-9P. → UNK

REP HEADLINE# 6296388
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$350.00	10/6	11/3	1		SAT	5
28			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$1,250.00	10/6	11/3	1		SAT	5
29			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$325.00	10/6	11/3	1		SAT	5
30			700A-900A PROGRAM : SATURDAY TODAY CON COM1: SATURDAY TODAY	30		\$250.00	10/6	11/3	2		SAT	10
31			900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1: NEWSCHANNEL 8 SATURDAY	30		\$150.00	10/6	11/3	1		SAT	5
32			1000A-1100A PROGRAM : MEET THE PRESS CON COM1: MEET THE PRESS	30		\$500.00	10/7	11/4	1		SUN	5
33			1200N-100P PROGRAM : NEWSCHANNEL 8 @ NOON CON COM1: NEWSCHANNEL 8 @ NOON	30		\$75.00	10/7	11/4	1		SUN	5
34			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$375.00	10/7	11/4	1		SUN	5
35			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$1,250.00	10/7	11/4	1		SUN	5

10/13, 10/20, 11/3 - N/A 41050

10/13, 10/20, 11/3 - N/A 43750

10/6 - N/A 43305

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36			700P-830P	30		\$1,700.00	10/7	11/4	1		SUN	5
			PROGRAM : FOOTBALL NIGHT IN AMRC									
			CON COM1: FOOTBALL NIGHT IN AMRC									
37			700P-900P	30		\$1,700.00	10/7	11/4	2		SUN	10
			PROGRAM : DATELINE									
			CON COM1: DATELINE									
38			800A-900A	30		\$250.00	10/7	11/4	1		SUN	5
			PROGRAM : SUNDAY TODAY									
			CON COM1: SUNDAY TODAY									
39			815P-1130P	30		\$5,000.00	10/7	11/4	1		SUN	5
			PROGRAM : SUNDAY NIGHT FOOTBALL									
			CON COM1: SUNDAY NIGHT FOOTBALL									
40			900A-1000A	30		\$150.00	10/7	11/4	1		SUN	5
			PROGRAM : NEWSCHANNEL 8 SUNDAY									
			CON COM1: NEWSCHANNEL 8 SUNDAY									
41			1100P-1135P	30		\$625.00	10/2	11/4	4		TU-SU	20
			PROGRAM : NEWS CHANNEL 8 @ 11PM									
			CON COM1: NEWS CHANNEL 8 @ 11PM									
42			1000P-1100P	30		\$1,800.00	10/2	10/2	1		TUE	1
			PROGRAM : NEWS CHANNEL 8 @ 11PM									
			CON COM1: NEWS CHANNEL 8 @ 11PM									
42			1000P-1100P	30		\$1,800.00	10/16	10/16	1		TUE	1
			PROGRAM : NEWS CHANNEL 8 @ 11PM									
			CON COM1: NEWS CHANNEL 8 @ 11PM									
42			1000P-1100P	30		\$1,800.00	10/30	10/30	1		TUE	1
			PROGRAM : PARENTHOOD									
			CON COM1: PARENTHOOD									
43			800P-900P	30		\$1,700.00	10/2	10/2	1		TUE	1
			PROGRAM : PARENTHOOD									
			CON COM1: PARENTHOOD									
43			800P-900P	30		\$1,700.00	10/16	10/16	1		TUE	1
			PROGRAM : PARENTHOOD									
			CON COM1: PARENTHOOD									
43			800P-900P	30		\$1,700.00	10/30	10/30	1		TUE	1
			PROGRAM : PARENTHOOD									
			CON COM1: PARENTHOOD									

417,000

41800

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
44			1000P-1100P	30		\$1,800.00	10/3	10/3	1	N/A	WED	1
44			1000P-1100P	30		\$1,800.00	10/17	10/17	1		WED	1
44			1000P-1100P	30		\$1,800.00	10/31	10/31	1		WED	1
			PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE									
45			900P-1000P	30		\$1,800.00	10/10	10/10	1		WED	1
45			900P-1000P	30		\$1,800.00	10/24	10/24	1		WED	1
			PROGRAM : LAW & ORDER: SVU CON COM1: LAW & ORDER: SVU									
46			1000A-1030A	30		\$80.00	10/8	11/5	1		MON	5
			PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS									
47			1135P-1237A	30		\$325.00	10/8	11/5	1		MON	5
			PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW									
48			1100A-1200N	30		\$80.00	10/8	11/5	1		MON	5
			PROGRAM : DAYTIME CON COM1: DAYTIME									
49			1200N-100P	30		\$100.00	10/8	11/5	1		MON	5
			PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3									
50			200P-300P	30		\$125.00	10/8	11/5	1		MON	5
			PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY									
51			300P-400P	30		\$225.00	10/8	11/5	1		MON	5
			PROGRAM : DOCTORS CON COM1: DOCTORS									

41800

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52			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$300.00	10/8	11/5	1		MON	5
53			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$75.00	10/8	11/5	1		MON	5
54			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$450.00	10/8	11/5	1		MON	5
55			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$125.00	10/8	11/5	1		MON	5
56			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$450.00	10/8	11/5	1		MON	5
57			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$600.00	10/8	11/5	1		MON	5
58			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$325.00	10/8	10/8	1		MON	1
58			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$325.00	10/22	11/5	1		MON	3
59			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$1,000.00	10/8	11/5	1		MON	5
60			700P-730P PROGRAM : NEWSCHANNEL 8 @ 7PM CON COM1: NEWSCHANNEL 8 @ 7PM	30		\$500.00	10/8	11/5	1		MON	5

LINE#	KEEP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
61			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	10/8	11/5	1		MON	5
62			730P-800P PROGRAM : EXTRA <i>ET</i> CON COM1: EXTRA	30		\$500.00	10/8	11/5	1		MON	5
63			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$275.00	10/8	11/5	1		MON	5
64			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1: NC 8 TODAY AT 430A	30		\$25.00	10/8	11/5	1		MON	5
65			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$625.00	10/8	11/5	1		MON	5
66			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$100.00	11/6	11/6	1		TUE	1
67			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$300.00	11/6	11/6	1		TUE	1
68			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$450.00	11/6	11/6	1		TUE	1
69			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	11/6	11/6	1		TUE	1

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70			900A-1000A	30		\$275.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
71			430A-459A	30		\$25.00	11/6	11/6	1		TUE	1
PROGRAM : NC 8 TODAY AT 430A												
CON COM1: NC 8 TODAY AT 430A												
OCT/12			224715.00			NOV/12					74910.00	
CONTRACT TOTAL												299625.00
TOTAL SPOTS												617

MARKET TOTALS \$1,361,931 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- OCT/PJ
 DEMOS- RA35+*

Greer Margolis Mitchell
1010 W/sconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 758 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	247150	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95 / 101 / 1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/12/12	Weeks:	7	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
1	M-F 1p Days Of Our Lives .TWTF..	06	200	30 Nbr of Spots	2	2	2	2	2			10	2000
2	M-F 10a News .TWTF..	06	80	30 Nbr of Spots	4	4	4	4	4			20	1600
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	06	325	30 Nbr of Spots	4	4	4	4	4			20	6500
4	M-F 11a Daytime .TWTF..	06	80	30 Nbr of Spots	4	4	4	4	4			20	1600
5	M-F 12p Today Show III .TWTF..	06	100	30 Nbr of Spots	4	4	4	4	4			20	2000
6	M-F 2p Rachael Ray .TWTF..	06	125	30 Nbr of Spots	4	4	4	4	4			20	2500
7	M-F 3p Doctors .TWTF..	06	225	30 Nbr of Spots	4	4	4	4	4			20	4500
8	M-F 4p Dr Oz .TWTF..	06	300	30 Nbr of Spots	4	4	4	4	4			20	6000
Weekly Totals: Total Spots(Ord Spots)					98	116	118	119	120	27		588	
Open PR					-4	-2	-4	-1				-11	-26750

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 758 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 247150	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/12/12	Weeks: 7	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
9	M-F 5a News TWTF..	06	75	30 Comme	Nbr of Spots	4	4	4	4	4		20	1500
10	M-F 5p News TWTF..	06	450	30 Comme	Nbr of Spots	4	4	4	4	4		20	9000
11	M-F 530a News TWTF..	06	125	30 Comme	Nbr of Spots	4						4	500
12	M-F 530a News TWTF..	06	125	30 Comme	Nbr of Spots		3					3	375
13	M-F 530a News TWTF..	06	125	30 Comme	Nbr of Spots			4	4	4		12	1500
14	M-F 530p News TWTF..	06	450	30 Comme	Nbr of Spots	4	4	4	4	4		20	9000
15	M-F 6p News TWTF..	06	600	30 Comme	Nbr of Spots	4	4	4	4	4		20	12000
16	M-F 6a News TWTF..	06	325	30 Comme	Nbr of Spots	2	2	2	2	2		10	3250
17	M-F 630p ET / 530p CT NBC Nightly News TWTF..	06	1000	30 Comme	Nbr of Spots	4	4	4	3	4		19	19000
18	M-F 7p News TWTF..	06	500	30 Comme	Nbr of Spots	4	4	4	4	4		20	10000
Weekly Totals: Total Spots(Ord Spots)					98	116	118	119	120	27		598	
Open PR						4	-2	-4	-1			-11	-26750

Greer Margolis Mitchell
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Washington DC 20007

Barack Obama/ D/ President
Submission Number 758 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

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Buyer:		Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/12/12	Weeks:	7	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
19	M-F 7a Today Show ..TWTF..	06	450	30 Comme	Nbr of Spots	4	4	4	4	4		20	9000
20	M-F 730p Entertainment Tonight ..TWTF..	06	500	30 Comme	Nbr of Spots	4	4	4	4	4		20	10000
21	M-F 9a Today Show II ..TWTF..	06	275	30 Comme	Nbr of Spots	4	4	4	4	4		20	5500
22	M-Th, Su 430a News ..TWTF..S	06	25	30 Comme	Nbr of Spots	4	4	4	4	4		20	500
23	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	05	1700	30 Comme	Nbr of Spots	1						1	1700
24	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	05	1700	30 Comme	Nbr of Spots			1				1	1700
25	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	05	1700	30 Comme	Nbr of Spots					1		1	1700
26	Fri 9p ET / 8p CT Grimm ...F..	06	1700	30 Comme	Nbr of Spots		1					1	1700
27	Fri 9p ET / 8p CT Grimm ...F..	06	1700	30 Comme	Nbr of Spots				1			1	1700
28	Mon 10p ET / 9p CT Revolution ...F..	05	1800	30 Comme	Nbr of Spots			1				1	1800
Weekly Totals:					Total Spots(Ord Spots)	98	116	118	119	120	27	598	
Open PR						-4	-2	-4	-1			-11	-26750

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 758 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 247150	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/12/12	Weeks: 7	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
29	Mon 10p ET / 9p CT Revolution M.....	06	1800	30 Comme					1			1	1800
30	Mon 8-10p ET / 7-9p CT Voice M.....	06	4500	30 Comme		1	1		1	1		4	18000
31	Mon 8p ET / 7p CT The Voice M.....	06	4500	30 Comme				1				1	4500
32	Sat 1130p ET / 1030p CT Saturday Night Live ...S.	06	600	30 Comme	1	1	1	1	1			5	3000
33	Sat 12p NewsS	06	75	30 Comme	1	1	1	1	1			5	375
34	Sat 6p News ...S.	06	350	30 Comme	1			1				2	700
35	Sat 630p ET / 530p CT NBC Nightly NewsS	04	1250	30 Comme	1			1				2	2500
36	Sat 7p Entertainment Tonight ...S.	06	325	30 Comme		1	1	1	1	1		4	1300
37	Sat 7a Today Show ...S.	06	250	30 Comme	2	2	2	2	2	2		10	2500
38	Sat 9a News	06	150	30 Comme	1	1	1	1	1	1		5	750
Weekly Totals:					98	116	118	119	120	27		598	
Open PR					-4	-2	-4	-1				-11	-26750

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Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
39	Sun 10a Meet The PressS	05	500	30 Comme								5	2500
40	Sun 12p NewsS	06	75	30 Comme	1	1	1	1	1			5	375
41	Sun 6p NewsS	06	375	30 Comme	1	1	1	1	1			5	1875
42	Sun 630p ET / 530p CT NBC Nightly NewsS	06	1250	30 Comme	1	1	1		1			4	5000
43	Sun 7p ET / 6p CT Football Night in AmericaS	06	1700	30 Comme								2	3400
44	Sun 8a Today ShowS	06	250	30 Comme	1	1	1	1	1			5	1250
45	Sun 815p ET / 715p CT NBC Sunday Night FootballS	06	5000	30 Comme	1				1			2	10000
46	Sun 9a NewsS	06	150	30 Comme	1	1	1	1	1			5	750
Weekly Totals:					98	116	118	119	120	27		598	
Open PR					-4	-2	-4	-1				-11	-26750

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Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
47	M-Su 11p News .TWTF..	06	625	30 Comme	Nbr of Spots	4	4	4	4			20	12500
48	Tue 10p ET / 9p CT Parenthood .T....	06	1800	30 Comme	Nbr of Spots	1						1	1800
49	Tue 10p ET / 9p CT Parenthood .T....	06	1800	30 Comme	Nbr of Spots				1			1	1800
50	Tue 8p ET / 7p CT Voice .T....	09	1700	30 Comme	Nbr of Spots	1						1	1700
51	Tue 8p ET / 7p CT Voice .T....	09	1700	30 Comme	Nbr of Spots			1				1	1700
52	Tue 8p ET / 7p CT Voice .T....	09	1700	30 Comme	Nbr of Spots				1			1	1700
53	Wed 10p ET / 9p CT Chicago Fire .W....	06	1800	30 Comme	Nbr of Spots			1				1	1800
54	Wed 10p ET / 9p CT Chicago Fire .W....	06	1800	30 Comme	Nbr of Spots					1		1	1800
55	Wed 9p ET / 8p CT Law & Order SVU .W....	06	1800	30 Comme	Nbr of Spots		1					1	1800
56	Wed 9p ET / 8p CT Law & Order SVU .W....	06	1800	30 Comme	Nbr of Spots				1			1	1800
57	M-F 10a News	06	80	30	Nbr of Spots	1	1	1	1	1	1	5	400
Weekly Totals:					Total Spots(Ord Spots)	98	116	118	119	120	27	566	
Open PR						-4	-2	-4	-1			-11	-26750

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Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
58	M-F 1135p ET / 1035p CT Tonight Show M.....	06	325	30 Comme		1	1	1	1	1		5	1625
59	M-F 11a Daytime M.....	06	80	30 Comme		1	1	1	1	1		5	400
60	M-F 12p Today Show III M.....	06	100	30 Comme		1	1	1	1	1		5	500
61	M-F 2p Rachael Ray M.....	06	125	30 Comme		1	1	1	1	1		5	625
62	M-F 3p Doctors M.....	06	225	30 Comme		1	1	1	1	1		5	1125
63	M-F 4p Dr Oz M.....	06	300	30 Comme		1	1	1	1	1		5	1500
64	M-F 5a News M.....	06	75	30 Comme		1	1	1	1	1		5	375
65	M-F 5p News M.....	06	450	30 Comme		1	1	1	1	1		5	2250
66	M-F 530a News M.....	06	125	30 Comme		1	1	1	1	1		5	625
67	M-F 530p News M.....	06	450	30 Comme		1	1	1	1	1		5	2250
Weekly Totals: Total Spots(Ord Spots)					98	116	118	119	120	27		598	
Open PR						-4	-2	-4	-1			-11	-29750

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Schedule Dates:	10/01/12 to 11/12/12	Weeks:	7	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
68	M-F 6p News M.....	06	600	30 Comme	Nbr of Spots	1	1	1	1	1		5	3000
69	M-F 6a News M.....	06	325	30 Comme	Nbr of Spots	1						1	325
70	M-F 6a News M.....	06	325	30 Comme	Nbr of Spots			1	1	1	1	3	975
71	M-F 630p ET / 530p CT NBC Nightly News M.....	06	1000	30 Comme	Nbr of Spots			1	1	1	1	4	4000
72	M-F 7p News M.....	06	500	30 Comme	Nbr of Spots	1	1	1	1	1	1	5	2500
73	M-F 7a Today Show M.....	06	450	30 Comme	Nbr of Spots	1	1	1	1	1	1	5	2250
74	M-F 730p Entertainment Tonight M.....	06	500	30 Comme	Nbr of Spots	1	1	1	1	1	1	5	2500
75	M-F 9a Today Show II M.....	06	275	30 Comme	Nbr of Spots	1	1	1	1	1	1	5	1375
76	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots	1	1	1	1	1	1	5	125
77	M-Su 11p News M.....	06	625	30 Comme	Nbr of Spots	1	1	1	1	1	1	5	3125
Weekly Totals:					98	116	118	119	120	27		598	
Open PR						-4	-2	-4	-1			-11	-26750

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Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
78	M-F 12p Today Show III	06	100	30	Nbr of Spots					1		1	100
79	M-F 4p Dr Oz	06	300	30	Nbr of Spots					1		1	300
80	M-F 5p News	06	450	30	Nbr of Spots					1		1	450
81	M-F 7a Today Show	06	450	30	Nbr of Spots					1		1	450
82	M-F 9a Today Show II	06	275	30	Nbr of Spots					1		1	275
83	M-Th, Su 430a News	06	25	30	Nbr of Spots					1		1	25
Weekly Totals: Total Spots(Ord Spots)					98	116	118	119	120	27		598	
Open PR						-4	-2	-4	-1			-11	-26750

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
17	M-F 630p ET / 530p CT NBC Nightly News	30 Commercial	10/22/12	Open Pre Emption	1,000.00		0000000000	E:120904026
26	Fri 9p ET / 8p CT Grimm	30 Commercial	10/08/12	Open Pre Emption	1,700.00		0000000000	E:120904026
27	Fri 9p ET / 8p CT Grimm	30 Commercial	10/22/12	Open Pre Emption	1,700.00		0000000000	E:120904026
42	Sun 630p ET / 530p CT NBC Nightly News	30 Commercial	10/22/12	Open Pre Emption	1,250.00		0000000000	E:120904026
43	Sun 7p ET / 6p CT Football Night in America	30 Commercial	10/08/12	Open Pre Emption	1,700.00		0000000000	E:120904026
			10/15/12	Open Pre Emption	1,700.00		0000000000	E:120904026

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
45	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	10/29/12	Open Pre Emption	1,700.00	0000000000	0000000000	E:120904026
			10/08/12	Open Pre Emption	5,000.00	0000000000	0000000000	E:120904026
			10/15/12	Open Pre Emption	5,000.00	0000000000	0000000000	E:120904026
			10/22/12	Open Pre Emption	5,000.00	0000000000	0000000000	E:120904026
71	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/08/12	Open Pre Emption	1,000.00	0000000000	0000000000	E:120904026

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4		
		10/01	10/08	10/15	10/22	10/29	11/05	11/12
Spots	Totals	598	98	116	119	120	27	0
Cost		273900	43715	51750	53475	57175	12735	0

Grand Totals:

Spots:	598
Gross Total:	247,150.00
Commission:	37,072.50
Net Total:	210,077.50